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show files; ds
File 15:ABI/Inform(R) 1971-2007/Oct 04
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File 16:Gale Group PROMT(R) 1990-2007/Oct 02
(c) 2007 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2007/Oct 01
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File 160:Gale Group PROMT(R) 1972-1989
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File 275:Gale Group Computer DB(TM) 1983-2007/Sep 28
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File 621:Gale Group New Prod.Annou.(R) 1985-2007/Oct 01
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File 256:TecInfoSource 82-2007/May
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File 475:Wall Street Journal Abs 1973-2007/Oct 05
(c) 2007 The New York Times
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
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Set	Items	Description
S1	64	FUNDRAISING (S) (ATHLETIC (10N) EVENT)
S2	803	FUNDRAISING (S) (GALA(10N) EVENT)
S3	44	FUNDRAISING (S) (NETWORKING (10N) EVENT)
S4	0	S1 AND S2
S5	0	S1 AND S3
S6	4	S1 NOT PY>20000101
S7	197	S2 NOT PY>20000101
S8	0	S2 AND S3
S9	133	S2 NOT PY>19990101
S10	83	RD (unique items)

05-Oct-0710:38 AM

Dean Nguyen, 9/929,223

2

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S11      7   S3 NOT PY>20000101
S12      0   FUNDRAISING (S) (SELL-A-THON)
S13     5963  FUNDRAISING (S) (SELL?)
S14      0   "SELL-A-THON"
S15     86   SELL (2W) THON
S16      1   S13 AND S15
S17      0   S1 AND S15
S18    230208 FUNDRAISING
S19      2   S15 AND S18
S20      2   RD (unique items)
? save temp
Temp SearchSave "TF477992977" stored
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16/9,K/1 (Item 1 from file: 813)

DIALOG(R) File 813:PR Newswire

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**JERRY TRAINOR, CHANNEL 56 V.P. OF PROGRAMMING, DIES AT 52**

DATE: July 13, 1994

17:36 EDT

WORD COUNT: 681

DETROIT, July 13 /PRNewswire/ -- Jerome (Jerry) Trainor, WTVS Channel 56 vice president of Programming, and a recognized national leader of public television programming, scheduling and fund-raising, died July 12 following a brief and sudden illness.

"Channel 56 locally and public television nationally have lost one of their brightest lights in Jerry Trainor," says Robert Larson, WTVS president and general manager. "During his nearly 30 years with Detroit Public Television, Jerry represented the heart and soul of this station. We will miss his caring and wise counsel. We will most of all miss his friendship," Larson adds.

Trainor was often consulted by PBS and program producers, such as "The MacNeil/Lehrer NewsHour," on issues of program policy and the selection of national programs. He had recently served as a member of PBS' National Program Policy Committee, representing the Central Educational Network (CEN).

"Jerry Trainor's contributions to public television were enormous," says Jennifer Lawson, PBS executive vice president, National Programming and Promotion Services. "In any of his many roles -- as programmer, as vice president of WTVS, and as a member of the PBS National Program Policy Committee -- Jerry was a steadfast voice of reason, always motivated by his love for the institution of public television. His friendship and warmth make his passing both a professional and personal loss."

Locally, Trainor was instrumental in the development of many innovative projects such as initiating 24-hour broadcasting in Detroit television in 1981. He was part of the team that established the Instructional Television Fixed Service (ITFS) for narrowcasting college credit courses on cable systems, known as the College Cable Channel seen on 16 systems. He also helped create the "While You're Out of Work" telethon during the 1980's recession. That telethon expanded into The Working Channel, a 24-hour-a-day service with information about jobs, labor and work, which currently serves 250,000 households.

Jerry's scheduling and **fundraising** expertise contributed to the growth of viewership and ratings and has helped WTVS remain among the top fund-raising stations in the country. His innovative programming techniques included 24-hour movie marathons as far back as 1976 and scheduling consecutive episodes of popular series dating back to the days of "The Forsythe Saga" to today's "Are You Being Served?" marathons. Trainor was also one of the founders of the annual Channel 56 Auction and was considered an expert in the production and pacing of TV auctions nationally. When Jerry donned his traditional Auction working uniform of blue jean pants and denim jacket each spring, it heralded the arrival of the annual **sell -a- thon** of donated goods and services that benefited the station. For 26 years he ran the Auction and created systems that made it one of the fastest-paced in the county.

In his role as vice president of programming, Jerry was responsible for program acquisition and scheduling, educational services, and, at various times, engineering and operations. He began working at WTVS in engineering and production during his college years at Wayne State University. He then held various positions at WTVS, first as operations manager in 1968, then director of programming and operations in 1970. He was named vice president in 1980.

Trainor had served numerous terms on the Central Educational Network (CEN) Program Executive Committee, including stints as its chairman and vice chairman, and was also elected chairman of the CEN board of directors. He was also a member of Corporation for Public Broadcasting panels and a frequent presenter at television industry conferences.

In 1985, Trainor received the Michigan Public Broadcasting (MPB) Pioneer Award, which recognizes outstanding individuals. In 1988 he received the National Academy of Television Arts and Sciences (NATAS) Silver Circle Award for his 25 years of service in Detroit's television industry.

Jerry Trainor, a Troy resident, is survived by his wife, Jo, who is WTVS Channel 56's director of Corporate and Legal Affairs; his daughter, Joanna; mother, Orpha; and brothers, Thomas and Edward. Funeral arrangements will be announced.

CONTACT: Dan Alpert, 313-876-8102, Paula Sulinski, 313-876-8161, or John O'Donnell, 313-876-8164, all of WTVS Channel 56

COMPANY NAME: WTVS CHANNEL 56  
PRODUCT: ENTERTAINMENT (ENT)  
STATE: MICHIGAN (MI)  
SECTION HEADING: CITY; ENTERTAINMENT; OBITUARY

...about jobs,  
labor and work, which currently serves 250,000 households.

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10/9,K/1 (Item 1 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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**Non-profit wins Diamond Echo**

Anonymous

Fund Raising Management v24n10 PP: 35-44 Dec 1993 ISSN: 0016-268X

JRNL CODE: FUN

DOC TYPE: Journal article LANGUAGE: English LENGTH: 9 Pages

WORD COUNT: 4757

COMPANY NAMES:

Maritime Center at Norwalk-Connecticut

Concern

Cambridge University

World Vision

Christian Childrens Fund

GEOGRAPHIC NAMES: US

DESCRIPTORS: Nonprofit organizations; Charitable foundations; Awards;

Direct marketing; International; Manycompanies

CLASSIFICATION CODES: 9180 (CN=International); 9190 (CN=United States);

9540 (CN=Nonprofit institutions); 7200 (CN=Advertising)

ABSTRACT: Thirteen non-profit organizations captured the Direct Marketing Association's highest honor, the 1993 Diamond Echo Award for the best direct marketing campaign of the year. One recipient of the Diamond Echo Award is the Maritime Center at Norwalk (Connecticut), which produced a catalog that was designed to educate as it entertained potential donors. The 2-color, digest-sized catalog served as a tool to attract individuals and businesses with interests in education, the environment, and building tourism in the area. Inside the piece, people are encouraged to make donations in the form of purchasing a product, such as a week of dinners for a shark. The innovative piece was successful, generating a 3.3% response rate. Total contributions attributable to the catalog mailing were approximately 20% higher than those received from a 1991 development mailing. Other recipients of the Diamond Echo Award include: 1. Friends of the Library (Ponte Vedra Beach, Florida), 2. Concern (Dublin, Ireland), 3. the University of Cambridge, and 4. Baltimore's Enoch Pratt Free Library.

TEXT: Plagued by well-publicized operating losses, the recession and competition from other non-profits, The Maritime Center at Norwalk (Connecticut) needed a new angle in its solicitations for its annual fund drive. Faced with these serious obstacles, officials decided to try a fun and educational campaign to generate enthusiasm from the public, as well as spur volunteerism and raise money to support ongoing activities. But because the center was selling an intangible product--its mission is to educate as it entertains--the campaign had to break down the total Maritime Center experience into its basic components, showing just how much time, effort and money it takes for everyday activities to continue. Feeding the sharks was used as an example because it is one of the center's most popular events.

A two-color, digest-sized catalog served as the bait to attract individuals and businesses with an interest in education, the environment and building tourism in the area. Inside the piece, recipients are encouraged to make

donations in the form of purchasing a "product" like a week of dinners for a shark, a medical checkup for a seal or supplies for the center's sailing vessels. The piece was illustrated by a prominent local artist and packed with information about the center's programs and attractions.

"Rather than simply ask you for a donation to our Annual Fund, we thought it would be more fun to show you, in words and humorous illustrations, exactly what your contribution might buy," reads a note in the catalog. The piece also offered recipients the option to send in an unrestricted donation in case they "couldn't decide between an ozone system, a seat in the IMAX Theater or underwriting a 'Sea Star' lecture."

Some 12,000 catalogs were dropped between October and December 1992. Before long, the piece had reeled in a big catch of current members, contributors and other interested individuals and corporations, pulling a 3.3 percent response rate. The total out-of-pocket cost of the campaign (creative development, copywriting, design, production, partial printing cost, lettershop and postage) came to \$11,375. (Illustration, typesetting, paper and partial printing cost were contributed.) The average contribution was \$133, with a cost per donor of \$31.33. The cost/contribution ratio was 23 percent and cost per 1,000 mailed was \$4,389. Total contributions attributable to the catalog mailing were approximately 20 percent higher than those received from the 1991 development mailing. Although not included in the above results, the center did receive a substantial number of membership renewals as a direct result of the catalog.

#### ECHO AWARDS

#### GOLD--DIRECT MAIL

#### ADVENTURES IN WONDERLAND

The old library in Ponte Vedra Beach, Florida, occupied one room at the Department of Motor Vehicles. It was unusable and had no children's section. So, St. Johns County funded construction of a new library and the Friends of the Library embarked on a campaign to raise \$50,000 for children's books, audio equipment and interactive computer equipment.

The campaign, "Adventures in Wonderland," was a four-day **fundraising event** consisting of three parts: the first was a black-tie **gala** requiring a donation of \$250 per couple; the second **event**, a wine-tasting party, charged an entry fee of \$80 per couple; and the third was a shopping bazaar called "Shops in Wonderland," which included 25 specialty boutiques from around the country. Admission was \$3 per person.

The primary communications vehicle was direct mail, including invitations and reply cards. Two-thousand participants from previous charitable events in Ponte Vedra Beach and Jacksonville received the mailing. In addition, fliers, posters and some local publicity complemented the mailing program.

Since the parties sold out so quickly, a publicity campaign was also used to generate traffic for the "Shops in Wonderland." From October 1 through November 2, 1992, publicity included local TV (WJKS) and radio stations, print (Florida Times Union, Ponte Vedra Recorder, Beaches Leader, Folio Weekly, Town & Country), and local clubs and school newspapers.

The first-time event competed with a number of other long-standing fund-raising events taking place in the area at the time. In addition, the admission fees for the events was considered high for the local market.

To overcome these obstacles, an innovative direct-mail campaign was created

to generate excitement, enthusiasm and awareness of the new library.

A 2,000-piece mailing (two different invitations, one for each event) plus fliers, posters and some local publicity attracted \$75,000 in contributions --50 percent above goal. The invitations were mailed on September 22 and within four days the two events were sold out. An optimistic 26 percent response rate was forecast, and a 40 percent rate was achieved. Cost/response totaled \$1.71. The campaign beat the previous campaign or control by 166 percent for similar events. The average contribution amounted to \$100, with a contribution per thousand mailed of \$37,500.

While the gala could only accommodate 276 people and the wine-tasting party 250, the mailings elicited 800 responses. Contributions of \$44,500 by the first 526 respondents was supplemented by an additional \$30,500 contributed by those unable to attend the sold-out parties, some of whom attended the "Shops in Wonderland."

The agency, Iroquois Image Works, and the printer, Central Florida Press, underwrote design and production costs estimated at \$10,000. Publicity of \$1,000 was also donated. The postage cost was 52 cents per piece, totaling \$1,040. One ad appeared in the Florida Times Union at a cost of \$325. Total cost to the Friends of the Library was \$1,365.

#### GOLD--DIRECT MAIL

##### CAMPAIGN BUILDS HOUSES FOR LIFE

Concern is a nondenominational voluntary organization based in Dublin, Ireland, devoted to the relief, assistance and advancement of people in need in the less developed areas of the world. One of its latest challenges was to generate funds to build homes for refugees returning to Cambodia.

In August of 1992, the world media was swamped with news of the crisis in Somalia, making the Cambodian crisis secondary in the minds of potential donors. Along with a recession and it being Concern's first attempt at corporate fund raising, the organization took a four-pronged approach in its direct-mail campaign, "Houses for Life."

First, they identified 1,200 Irish companies with earnings of more than \$1 million and called each company to identify the key contact person. Next, a personalized, dimensional mailing was sent in a mailing tube with the teaser copy reading, "The future of a family rests in your hands..." Inside was the architect's plans wrapped with a ribbon and tag. Follow-up calls were made to secure donations from new responders. Finally, of those who responded, a thank-you letter was sent along with a photo of the house that the company built.

In the telemarketing follow-up stage, rather than ask for a donation, Concern gave the corporations the opportunity to build a home for a family at a cost of \$450.

The results show that 19 percent of the 1,200 corporations contacted responded with an average contribution of \$525. More than \$120,000 was received for the Cambodian project. The budget for the campaign was \$7,000, with a cost per response of \$41.

#### SILVER--DIRECT MAIL

##### KEEPING THE CAMBRIDGE LEGACY ALIVE

The University of Cambridge in England has its share of obstacles just like

any other major university when it comes to fund raising. In the United Kingdom fund raising at the university level is not as established as it is in the United States. In addition, once supported by the central government, the university now must raise a portion of its funds independently. Also, many graduates thought of the university as wealthy, thus making the fund-raising job more challenging.

In September 1992 the university embarked on a direct-mail campaign to fund support of teaching and research work at Cambridge. The target group was 18,000 past members of the university, aged 55 and older. A two-color nonglossy pack, included a letter from one of the university's honorary supporters, as well as a replica of an exam students would have experienced 30 years ago. The mailing retained a high-class feel with serious writing and clever quotes such as "Money is the root of all appeals."

The results show the mailing pulled a 7.9 percent response, raising an average contribution of £208.24 (\$312.26). The average cost per response was £17.96 (\$27), with a budget of £18,000 for the first mailing. A follow-up mailing had a budget of £7,650. The university also reported that 60 percent of the recipients wrote to praise the mailing.

#### SILVER--DIRECT MAIL GOING THE EXTRA MILE

World Vision Childcare Sponsors pledge \$20 each month to provide essential services in nutrition, health and education for needy children in developing nations. Periodically, "extra gift" appeals are mailed to these sponsors to request additional giving for exceptional needs of children beyond normal sponsorship--such as major medical needs or natural disasters.

The current slumping economy has placed considerable economic pressure on sponsors. Many have had to abandon their sponsorship or temporarily reduce their monthly giving amount. However, at the same time, the needs of children worldwide have increased.

World Vision sought to enhance the sponsor/child relationship by developing a compelling involvement device for the sponsor to send to the child. It also wanted to produce an exceptional giving response in light of the current needs of children worldwide.

Besides the economic slump, World Vision faced other obstacles. One was the already high level of ongoing giving by current sponsors--\$240 a year. A second was international distribution--all copy on the involvement device had to appear in three languages: English, Spanish and French.

The involvement device World Vision came up with was the colorful "Me-Book," which includes the names of both the sponsor and child to ensure return of the device along with an extra gift. The book reflects the warm relationship between sponsor and child, making it a "from the heart" greeting from the sponsor. The \$3 handling fee offer allows the greatest number of sponsors to include an extra gift (Nonmoney responses--those who just sent back the signed book--were not included in response figures.)

World Vision mailed to 182,745 sponsors and achieved a 54 percent response rate for a cost/response of \$1.25. Total income reached \$1,130,000. The effort beat a previous campaign or control by 21 percent. Average contribution totaled \$10.93; cost/contribution ratio was 12 percent; contribution per thousand mailed amounted to \$5,873.



The budget totaled \$124,243--printing, \$74,395; creative fees, \$17,933; and postage, \$31,915.

#### SILVER--DIRECT MAIL

The Christian Children's Fund offers handmade crafts from around the world through its GlobalCrafts catalog. The interesting twist to the non-profit catalog is that all the profits are returned to the individual craftsperson or cooperative, providing the artisan with a fair market price for the crafts, helping them remain self-supporting.

The fund's four-color, 32-page catalog offers unusual and unique gifts enabling the purchaser to share in the culture of other countries. Items include a Chilean Dove Chime, raw cotton tablecloth and napkins, hand-batiked silk scarves and an array of holiday cards. One challenge to the catalog's creator was to offer a correct product variety and proper pricing as well as interesting design and layout. A second challenge was to produce a quality catalog at a reasonable cost that would perform well enough to produce profits to benefit the artisans.

From February 1992 through February 1993 the Christian Children's Fund mailed 300,000 books to the fund's in-house names of previous buyers (which consist of people who contribute to help needy children), as well as to outside lists rented from other catalogers whose buyers are purchasers of unique items.

The response to the catalog was just over 4 percent, with an average purchase of \$42.87. The cost per catalog mailed was 55 cents, with the cost per each customer order at \$13.12. This catalog's results beat the previous control by 198 percent. The budget for this campaign was \$268,000.

#### SILVER--ELECTRONIC

##### WAKE UP! STOP SMOKING!

A TV commercial opens in a hospital corridor. A family is sitting side by side on a row of plastic chairs against the wall. There's a man in his mid-40s, a boy about 8-years-old and his teenage brother and sister.

A side door opens and a nurse comes out. She walks over to the man and whispers something to him. He nods and touches his son's shoulder. The nurse takes the boy by the hand, leads him to the door and guides him in. We see a big closeup of the boy's face, wide-eyed, not understanding. He walks to the bed. A woman is lying there; a woman around 40-years-old. She looks very ill but she tries to smile. With a very small gesture she beckons her son to come close. Then she speaks. "Promise me something, son. Promise me you'll never smoke." We see the boy's face close up, listening intently. His mother takes his hand in hers and squeezes it. She repeats, "Promise?" The picture fades slowly to black. A voiceover says, "If you want to stop smoking, or you want someone you care about to stop, phone free on 0800 848484." During this voiceover we see the word "Smokeline" and the phone number on the screen.

"Smokeline" is a brand new information and counseling service set up by the Health Education Board for Scotland. Smokers and their friends can call a toll-free number and request a stop-smoking guide, information on local self-help groups and advice on specific and general questions about smoking.

There are an estimated 14 million smokers in Scotland. Research indicates

that many of them want to stop but lack the willpower or motivation to do so. Smokeline wanted to reach smokers who had some inclination to stop (hardened smokers may be beyond help). But no list of such persons exists.

The Health Education Board had three objectives: 1. Confront smokers with the reality of smoking. 2. Persuade them to reconsider their attitudes toward smoking. 3. Provoke them into "phoning the Smokeline."

Research further showed that smokers were well aware of all the reasons why they should stop smoking, but they were adept at rationalizing away any messages which tried to persuade them to do so.

The strategy was to jolt smokers out of their complacency and provide them with a support network. A toll-free number was set up using Network Scotland, one of the United Kingdom's most experienced providers of telephone counseling services. It operated from noon to midnight, seven days a week. At other times, a taped message asked callers to call back during operating hours. The number of lines varied depending on demand. Once the support network was in place, the TV commercials started to run as the top and tail of a commercial break.

The TV commercials ran from October 23 to November 15, 1992 on Scottish Television and Grampian Television and from February 8 to March 28, 1993 on Scottish Television, Grampian Television and Border Television Channel 4.

The commercials reached an audience of 1,316,000 persons. The response rate hit 122,388 or 9.3 percent. Cost/response amounted to \$5.78.

More than 100,000 callers have sought help from Smokeline since its launch last October. It is estimated that nearly 6 percent of all adult smokers (about 80,000 persons) have contacted Smokeline.

Research by the Health Education Board shows that:

--More than 80 percent of smokers calling Smokeline make some changes to their smoking behavior within six months after their first call. Some quit, others try to quit or cut down on the number of cigarettes smoked.

--The successful quit rate at six months is about 20 percent. (These percentages suggest that Smokeline has already helped 16,000 persons quit smoking and another 48,000 alter their smoking behavior.)

--In recent months, 75 percent of the calls to Smokeline have come from young people under 16.

--More than 70,000 stop-smoking pocket guides have been sent out.

--More than two-thirds of adults and children in Scotland have heard of Smokeline and are aware of its purpose.

The budget totaled \$706,222--\$267,490 for production (including creative and preproduction) and \$438,732 for media.

SILVER--DIRECT MAIL

DIRECT MAIL SUCCESS IN THE LAND OF THE RISING SUN

Fund raising through direct mail has not caught on fully yet in Japan, due to high postage, scarcity of good lists and the cost of direct-mail processing. However, the medium is opening up.

Japanese consumers are becoming more affluent, with personal disposable incomes among the highest in the world. In late 1992/early 1993, UNICEF

decided to see if direct-mail fund raising in Japan would be feasible and cost-effective and at the same time, assess the impact of front-end premiums on giving.

Although UNICEF was warned "it won't work here," direct-mail packages were produced and mailed to Japanese lists--previous donors as well as prospect files, including the Japan Rotary Club, Nisan Foods (a mail order company) and alumni from a prestigious military academy. All mail was sent from New York, using USPS' international bulk-rate airmail service, International Surface Air Lift, which costs less than 50 percent of Japanese domestic rates (28 cents per piece, compared to 60 cents per piece in Japan).

The package consisted of UNICEF's U.S. control package, translated and adapted to Japanese sensitivities and signed by UNICEF's worldwide executive director; a lift letter from the president of the Japanese committee for UNICEF; a two-color leaflet comparing UNICEF's aid to Japanese children after World War II and UNICEF's work in developing countries today; and the standard Japanese funds transfer form, allowing contributions to be made to UNICEF's account in Japan. Two front-end premiums were also tested: a UNICEF pocket diary and UNICEF's latest annual report in Japanese.

Endorsements from the list owners were included in each package to strengthen the appeal. The package's 6-by 9-inch size (unusual in Japan) and the fact that it came from the UNICEF headquarters in New York made the piece stand out in the mailbox.

UNICEF mailed 120,000 packages, pulling an overall response rate of 9.9 percent, average contribution of \$56.04 and cost/contribution ratio of 18 percent. Of the 120,000 mailings, 20,000 were sent to previous supporters, drawing a response rate of 27.2 percent, average gift of \$60.07 and cost/contribution ratio of 6 percent. The cold lists (prospects) pulled a 6.5 percent response rate, \$52.77 average gift and cost/contribution ratio of 29 percent. In the package test to prospects, the pocket diary pulled a 3.6 percent response, the annual report pulled a 3.5 percent response and no premium (leaflet only) pulled a 3.7 percent response. The total cost to create and deliver the campaign was \$120,476.

SILVER--DIRECT MAIL

In England, research shows that donors relate strongly to the people who rescue animals from abuse and neglect. So it seems logical that they would want to support an organization which investigates animal cruelty and campaigns for tougher laws against it.

However, even at Christmas, the season of goodwill, hard-working charities like Britain's Royal Society for the Prevention of Cruelty to Animals (RSPCA) must come across with a powerful case statement and motivate donors to give. Competition from other non-profits and holiday shopping are tough hurdles at this time of the year.

For its 1992 Christmas drive, RSPCA used a direct-mail piece to remind previous donors why they supported the RSPCA and motivate them to give again. RSPCA's goal was its most ambitious for direct-mail campaign yet--\$750,000 U.S. dollars (£500,000).

The outer envelope shows a large selection of animals saved by the RSPCA in the past year, expressing the scale and scope of the organization's work. Inside, three Christmas cards contain the heartbreaking stories of abused animals, told by the RSPCA inspectors who rescued them. The cards included "before" and "after" pictures for added impact. One card, for example,

shows how an "Inspector Harvey" responded to a report of a dog who had been starved and thrown in the garbage. In the inspector's words, she recalls how the dog, "Billy," was able to recover and now awaits a new home. "Since last Christmas, Inspector Harvey has investigated 295 complaints of cruelty to animals," the card said.

In addition to the attention-grabbing cards, RSPCA included a letter from its campaign director, who said animal cruelty doesn't stop for Christmas.

The campaign was launched in the second week of November 1992, with mail pieces being sent to all donors who responded to direct-mail appeals in the previous two years--372,694 names. The piece pulled a response rate of 21.43 percent, for a cost per response of \$1.50 (L1). Average contribution was \$18.24 (L12.16); cost/contribution ratio was L1:L8.76, with a total profit of \$1,314,234 (L876,156). The campaign budget was \$150,000 (L100,000), including creative, studio, production and postage. The 1992 campaign beat previous campaigns by 7 percent.

#### BRONZE--DIRECT MAIL

##### CAMPAIGN WITH DUAL PURPOSE

Raising funds for a press campaign is not the first thing that comes to mind when thinking about raising funds for a non-profit organization. But the National Canine Defence League (NCDL) in the United Kingdom knew that such a campaign would eventually go on to raise further funds and increase the size and value of the donor file.

The NCDL is an animal welfare charity that is solely dependent on voluntary donation. It runs 13 rescue centers in the United Kingdom and upholds its policy that "no healthy dog is ever destroyed."

With many charities competing for a share in the marketplace, NCDL decided to analyze its 111,000-name donor file and identify its high-value responsive donors. Each was mailed a "sample proof" of the ad they wanted the donors to fund. The ad features pets in need of care with a touching letter written by NCDL's chief executive. Donors who gave more than L250 had their names printed on the bottom of the ad.

With a budget of just over \$60,000, the ad campaign pulled in more than \$211,000, with an average donation of \$55.

#### SILVER--DIRECT MAIL

The recession in the United Kingdom packs a twofold wallop --it has lowered response rates, depressed donations and it has increased the number of people needing help, especially the homeless.

But the effects of recession were not the only obstacles the Salvation Army in London faced. It faced competition from other charity Christmas appeals, potential prejudice against homelessness and increasing costs of cold recruitment.

Christmas is a particularly desperate time of year for those on the streets. The Salvation Army Christmas Appeal focused on their need and the need of the Army for funds to support its "Soup Runs," which feed the homeless.

Its strategy was threefold: 1. Create a letter and donation form to appeal for funds on a pragmatic basis with an emotional story and endorsement as part of the message. 2. Write genuine, moving case histories. 3. Involve donors in a personal but nondemanding way by giving them the opportunity to

"give" to the homeless in addition to simply donating to the Army.

The Salvation Army always sends a card to donors at Christmas and it also gives cards to the homeless as well. This time, the Army brought the two together by including a card for the donor to sign with a message of goodwill to return with a donation. The card was then sent to a homeless person. It proved extraordinarily effective.

The appeal mailed on November 29 to 170,000 selected donors who had given once or more since 1989. An additional 500,000 selected individuals were mailed from targeted cold lists in a recruitment exercise. Selections were based on past performance, list profile similarity with donor profile and success of lists with similarly profiled charities. Twenty percent of the lists were new list tests. List types included financial services lists, investor lists, product purchasers, professional lists and profiled lifestyle lists.

The donor appeal was mailed to 170,000 and earned a 30 percent response rate with a cost/response of \$1.83. Salvation Army donors are predominantly men (65 percent) who are 65+ years old with interests in charitable concerns and religion.

The appeal beat a previous campaign or control by 15 percent. Average contribution amounted to \$29.38--up \$6.18; cost/income ratio was 1:16 percent; contribution per thousand mailed totaled \$9,629. For the cold appeal, response rate was 6.88 percent, up 5.68 percent over the previous year; average donation was \$31.46; cost/income ratio increased to 1:3.7. Cost/response amounted to \$8.48.

Budget for the donor appeal totaled \$104,000 and for the cold mailing, \$291,000. Actual expenditures amounted to \$101,773 for the donor appeal and \$272,691 for the cold mailing. Costs included creative fees, list rental, data preparation, print, production, postage and photography.

#### GOLD--OTHER MEDIA

#### LIBRARY USERS SPEAK OUT

In 1992, budget cuts forced Baltimore's Enoch Pratt Free Library to shut down branches, buy fewer books and close the central branch on Fridays. The library, founded in 1886, has long been Baltimore's major cultural and information center and a model for libraries nationwide. The system includes a central building and 29 branches, supported almost entirely by public funds, and is free to the public. So in 1993, when there was talk of further cuts, library supporters were anything but quiet. They formed Citizens for Pratt (CFP), a non-profit advocacy group, and began spreading their message to preserve the library to residents and city officials. CFP had little funds with which to generate letters from library users to their elected officials. The group launched a three-week campaign in February 1993 using library windows, T-shirts and point-of-purchase materials "to intrigue the Pratt, the people and the press."

On the first day of the campaign, CFP put up posters in the first and twelfth windows of the central library, located on the highly trafficked Cathedral Street in downtown Baltimore. The posters, which read, "For Once The Library Doesn't Want You To Be Quiet," urged people to go inside, fill out a preprinted letter to the mayor, explaining how the library has helped the writer. CFP took the letters and began hanging them in the remaining windows at the central branch. As the letters began filling up the window space, CFP left gaps in the window, which began to take the shape of

numbers. By the time the windows were filled, top to bottom, CFP had left gaps forming seven numbers --the mayor's phone number.

The budget for the entire campaign was \$2,500. Actual cost was \$2,330, including two posters, 100 counter signs, 25,000 letters and 125 T-shirts.

Due to the unique nature of this campaign, the response is not entirely quantitative. As far as hard numbers go, CFP printed up 25,000 blank letters. Nine-thousand were filled in and returned, for a 36 percent response. However, the letters created a secondary response and achieved the group's objective of generating interest from the media. The campaign was featured at least once on each of the ABC, CBS, NBC and Fox local newscasts, became the subject of two talk radio shows and generated four feature stories in The Baltimore Sun. More than 200 people called the mayor's office. The letters also attracted the attention of thousands of passersby who stopped to read them. Shortly after, the mayor issued a statement supporting the library. Also, the budget was increased 9 percent --from \$13.4 million last year to \$14.6 million this year. Library officials credit the \$21,330 campaign for helping to raise \$1.2 million.

BRONZE--DIRECT MAIL

#### HOSPITAL CARD INVOKES SPIRIT OF CHRISTMAS

Great Ormond Street Children's Hospital in London wanted to raise funds for the hospital and give real "flavour" to the meaning of Christmas for its Christmas Appeal, conducted in November 1992.

The hospital, which enjoys a worldwide reputation for medical excellence, provides tertiary care for sick children--and is often their last hope for a healthy, happy life. But instead of dwelling on gloom, the campaign focused on positive emotion--to share the hospital's Christmas spirit with loyal donors who had never visited the hospital.

However, the campaign faced obstacles, such as crowding in the marketplace and decreased donations overall during Britain's recession. Other charities also competed for donations.

A direct-mail package was designed and sent to the hospital's in-house database of 36,468 recent donors--those who had given to the hospital in the previous 18 months. The package contained a letter from the hospital director of fund raising and public affairs, which made a clear, concise case statement. However, an enclosed Christmas card from the children at the hospital proved just as appealing. The card, in the form of a paper chain, incorporated drawings and messages from the children showing their hope and Christmas spirit. With its holiday jokes and gingerbread man recipe, the card proved so popular with children, nurses and parents that it was reprinted and sold independently in the hospital shop.

The entire list (36,468) was sent the package, which drew a 16.6 percent response rate. The appeal, which cost \$31,563 (£21,042) to create and deliver, generated \$154,345 in total revenue. The Christmas Appeal beat previous campaigns by 13.45 percent.

THIS IS THE FULL-TEXT. Copyright Hoke Communications Inc 1993

...TEXT: audio equipment and interactive computer equipment.

The campaign, "Adventures in Wonderland," was a four-day **fundraising event** consisting of three parts: the first was a black-tie **gala**

... and an energy that can't be found anywhere else.

FAO Schwarz will host a **fundraising gala event** at the new store on Wednesday, July 30 from 6 p.m. to 9 p...

...vacation to Central Florida for terminally-ill children and their families. In addition to the **fundraising** event, a portion of opening day proceeds will be donated to Give Kids the World...

?

requiring a donation of \$250 per couple; the second **event**, a wine-tasting party, charged an entry fee of \$80 per couple; and the third...

**10/9,K/2 (Item 2 from file: 15)**

DIALOG(R) File 15:ABI/Inform(R)

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00612240 92-27343

**Fund-Raising Gala: A Glittering Success**

Walton, Lyle

Fund Raising Management v23n3 PP: 24-26 May 1992 ISSN: 0016-268X

JRNL CODE: FUN

DOC TYPE: Journal article LANGUAGE: English LENGTH: 3 Pages

WORD COUNT: 846

COMPANY NAMES:

Calgary District Hospital Group

GEOGRAPHIC NAMES: US

DESCRIPTORS: Fund raising; Special events; Parties; Nonprofit hospitals; Partnerships; Success; Case studies

CLASSIFICATION CODES: 9540 (CN=Nonprofit institutions); 9110 (CN=Company specific); 9172 (CN=Canada)

ABSTRACT: When Oxford Development Group decided to turn the opening of its new shopping and entertainment complex into something more memorable, a donation to a local hospital was selected as the vehicle for achieving that goal. The Community Relations Department of Calgary District Hospital Group (CDHG) was the recipient of the money raised from the gala benefit event that marked the grand opening of the Calgary Easton Centre. CDHG proposed the funds raised be used to purchase a cardiac ultrasound scanner for cardiovascular services at its Holy Cross Hospital. Oxford agreed to cover all costs incurred in staging the extravaganza. This allowed the hospital to offer tax receipts for 100% of the ticket costs. CDHG formed a committee to handle ticket sales. The organization of the gala was under the direction of Jani International's Mark Thompson. A complete sellout and a memorable party meant success for the Oxford-CDHG venture.

TEXT: Suppose they gave a party and 2,500 people came? Suppose everyone who came paid \$100 for the pleasure and your fund-raising committee was able to keep every penny of it?

The Community Relations Department of Calgary District Hospital Group (CDHG) got to do exactly that when Oxford Development Group and its partners opted to turn The Calgary Eaton Centre grand opening into a gala benefit event.

Oxford wanted to open its recently completed shopping and entertainment complex with a splash that would have a lasting impact on Calgarians. A donation of something tangible to a local hospital was selected as the vehicle that would make the opening memorable.

The development group's retail and marketing manager, Cheryl Stewart, approached three city hospitals, including CDHG, which owns and operates the Colonel Belcher, Holy Cross and Rockyview General Hospitals, to submit proposals. CDHG's director of community relations, Lucinda Crist, had her organization's presentation on Stewart's desk within two weeks and was informed three months later that CDHG would be the beneficiary of the fund-raising event.



The proposal--to use the funds raised to purchase a cardiac ultrasound scanner for cardiovascular services at Holy Cross met Oxford's criteria. The **event** would be a black-tie **gala** held on four levels of The Calgary Eaton Centre, and CDHG's experience, gained from presenting the annual "Fascinatin' Rhythm" **fundraising** ball, would be a boon in organization and promotion.

The hospital group was determined to sell at least half of the 2,500, \$100 tickets, and Oxford agreed to cover all costs incurred in staging the extravaganza. This allowed Crist and her staff, Richard Ballantine and Simonne Brodeur, to offer tax receipts for 100 percent of the ticket costs, since the purchase of a ticket amounted to a direct donation to the hospital.

The CDHG formed a committee, chaired by Board of Trustees member Peter Burgener, to organize the sale of tickets. Oxford arranged to sell tickets to staff, associates, contractors and tenants.

The organization of the gala itself was placed in the experienced hands of Jani International's Mark Thompson, whose credits include the opening and closing ceremonies for the 1984 Los Angeles Summer Olympics. Thompson hired Randy Fuhrman, Los Angeles caterer to the stars, to take care of the menu, and Fuhrman approached internationally renowned chef Fred Zimmerman of Calgary's Westin Hotel to prepare the food.

Meanwhile, Burgener and his committee addressed the serious business of selling tickets. With Oxford underwriting the gala, it was impossible for the hospital to lose on the venture, but there was concern that selling fewer than 2,000 tickets might lead to the awkward situation of people rattling around in a huge area barely within shouting distance of one another.

Each member of the board and executive committee committed to the purchase and sale of blocks of tickets, and members of the medical staff purchased and sold tickets. The social committees at three hospital sites purchased pairs of tickets for staff draws and the CDHG staff themselves purchased more.

Board members, hospital executives and fund raisers Crist and Ballantine worked tirelessly to sell tickets, and as the party date drew near, a complete sellout was guaranteed and a waiting list that reached 400 names was cornpiled.

Party plans were completed and bands were booked to play on each of the Centre's four levels. The menu, featuring exotic taste treats from around the world, was finalized. Cooks and sous-chefs were in place and waiters, waitresses and bartenders were hired. Party goers had their formal fashions cleaned and pressed and their babysitters booked.

Gentlemen in black tie and ladies in glittering gowns crowded the four levels of The Calgary Eaton Centre, asking Olympiques Calgary Olympics chairman, Frank King, and former Canadian downhill skiing champion Ken Read if Calgary might host another Olympic Winter Games in the foreseeable future. Others warmly welcomed federal Member of Parliament Harvie Andre, provincial members of the Legislative Assembly Ralph Klein and Laurence Decore, Calgary Mayor Al Duerr and a host of celebrities.

The company was convivial, the food fantastic and the music memorable. Dr. Jim Shepherd won the \$6,000 door prize, but the highlight of the party was the presentation of a check for \$250,000 to CDHG board chairman, Tony

Pullman. In expressing his thanks to Oxford Development Group, their partners and the gala guests, Pullman invited another guest, provincial Minister of Public Works Supplies and Services, Ken Kowalski, on behalf of all of those present, to match these funds. Unfortunately, the Minister made no commitment.

The overwhelming success of the Oxford/CDHG partnership in arranging the gala opening of The Calgary Eaton Centre stands as a testament to what can be accomplished when people come together for a cause and make a party out of a good idea.

Lyle Walton, as writer/editor for the Calgary District Hospital Group, produces a weekly in-house newsletter for the staff, assists department manager, Sandy De Piero, with production of a range of communications vehicles and edits copy for fund raising and public relations. The former journalist and public-relations practitioner is also chairman and communications coordinator of the Calgary CPR Month Organizing Committee.

THIS IS THE FULL-TEXT. Copyright Hoke Communications Inc 1991  
...TEXT: a cardiac ultrasound scanner for cardiovascular services at Holy Cross met Oxford's criteria. The **event** would be a black-tie **gala** held on four levels of The Calgary Eaton Centre, and CDHG's experience, gained from presenting the annual "Fascinatin' Rhythm" **fundraising** ball, would be a boon in organization and promotion.

The hospital group was determined to...

10/9,K/3 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06774488 Supplier Number: 57094846 (THIS IS THE FULLTEXT)  
**Shepherds of Youth Honors Robert C. Milos at "Celebrate the Children" Gala.**  
Business Wire, pl609  
Nov 2, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 421  
TEXT:

MONTVILLE, N.J.--(BUSINESS WIRE)--Nov. 2, 1999--

The Shepherds of Youth Charitable Trust has selected Robert (Bob) C. Milos as its honoree at the "Celebrate the Children" **fundraising gala**. The **event** will be held at the Parsippany Hilton Hotel on Friday, November 5, 1999. Bob Milos is the Vice President and General Manager of Diagnostic Imaging for Berlex Laboratories, Inc.

Mary Mulholland, Development Director for Shepherds of Youth, says, "We selected Bob as this year's honoree because of his commitment and support for people in need. As a Board member for the Shepherds of Youth Charitable Trust, Bob has worked very hard in the areas of program development and fundraising. He's also been instrumental in involving Berlex Laboratories, Inc. in food drives, special event sponsorships, and enrichment activities that have benefited Newark families served by our organization. We are honoring Bob at the "Celebrate the Children" gala to thank him for his efforts and to encourage others to make a difference for those who are less fortunate."

In addition to membership on the Shepherds of Youth Charitable Trust Board, Bob currently serves on the Boards of St. Clare's Hospital Foundation and St. Joseph's Home for the Elderly--Little Sisters of the

Poor. He formerly served on the Board of the Greater North Jersey National Multiple Sclerosis Society where he helped to raise more than \$500,000 for MS patient services and programs.

The Shepherds of Youth Charitable Trust was established in 1984 by a group of friends who wanted to help the vocationist Fathers and Sisters continue the work that they began in Newark in 1962. These two religious congregations of Fathers and Sisters are dedicated to meeting the spiritual, moral, material, and educational needs of the community served by St. Michael's School and the Perpetual Help Nursery. In contrast to the violence-prone and drug-ridden conditions of the inner city, St. Michael's and the Perpetual Help Nursery provide a safe and lovingly-disciplined environment where children can thrive, grown, and learn.

Committed to developing novel therapeutics that address unmet medical needs, Berlex Laboratories, Inc. researches, develops, manufactures, and markets ethical pharmaceuticals in three strategic areas: Diagnostic Imaging, Female Healthcare, and Therapeutics for life-threatening and chronic, disabling diseases. The company is also developing a product line in Dermatology. Berlex business divisions are located in Montville and Wayne, New Jersey, and in Richmond, California. For more information about Berlex, please visit the company website at [www.berlex.com](http://www.berlex.com).

For more information on the Shepherds of Youth Charitable Trust, please contact Mary Mulholland at 973-822-8280.

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PUBLISHER NAME: Business Wire

COMPANY NAMES: \*Berlex Laboratories Inc.

PRODUCT NAMES: \*2830000 (Drugs & Pharmaceuticals)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

SIC CODES: 2830 (Drugs)

NAICS CODES: 3254 (Pharmaceutical and Medicine Manufacturing)

SPECIAL FEATURES: INDUSTRY; COMPANY

... Trust has selected Robert (Bob) C. Milos as its honoree at the "Celebrate the Children" **fundraising gala**. The **event** will be held at the Parsippany Hilton Hotel on Friday, November 5, 1999. Bob Milos...

**10/9,K/4 (Item 2 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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06439780 Supplier Number: 55001794 (THIS IS THE FULLTEXT)

**MCA Records Launches 'Summer Heat' Campaign, Featuring New CD Compilation And Multi-Artist Tour to Benefit the United Negro College Fund.**

PR Newswire, p1219

June 28, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 379

TEXT:

UNIVERSAL CITY, Calif., June 28 /PRNewswire/ -- MCA Records is set to launch a multi-artist "Summer Heat" campaign of music and concerts, benefiting the United Negro College Fund (UNCF). The campaign is centered around a new compilation CD containing songs by MCA Records artists, with a companion 2-week concert tour of major U.S. cities by several MCA acts. The "Summer Heat" CD, including several songs making their debut, features tracks from Mary J. Blige, Eboni Foster, The Roots featuring Common, K-Ci & JoJo, Rahsaan Patterson, Melky Sedeck, IMx (formerly Immature), Darryl "Day" Pearson, Chante Moore, Jesse Powell, Ametria, Nadine Renee, and a

track from the forthcoming Guy reunion album. The CD will be in stores on July 27, and the "Summer Heat" tour is set for a blazing kick-off in Miami on July 19.

The "Summer Heat" tour artist line-up includes: Rahzel, Avant, IMx, Ametria (select markets), Youth Edition (in Chicago), and Melky Sedeck (in NYC). Cities included on the tour are: Miami (July 19), Atlanta (July 20), Washington, D.C. (July 21), New York City (July 22), Boston (July 23), Detroit (July 24), Chicago (July 27), Minneapolis (July 28), Dallas (July 29), San Francisco (August 2), and Los Angeles (August 3).

Proceeds from the sale of the "Summer Heat" CD and concert tickets will benefit UNCF, which provides resources to students across the United States to promote higher education. The partnership between MCA Records and UNCF will continue beyond the "Summer Heat" campaign, with several MCA artists to be announced as participants in this year's "Evening Of The Stars" UNCF **gala fundraising event**.

Universal Music Group is the world's leading music company with wholly-owned record operations or licensees in 59 countries around the world. Its businesses also include Universal Music Publishing Group, one of the industry's largest global music publishing operations, and Universal Concerts.

Universal Music Group consists of record labels A&M, Blue Thumb, Decca Record Company, Def Jam, Deutsche Grammophon, Geffen, GRP, Impulse!, Interscope, Island, MCA, MCA Nashville, Mercury, Mercury Nashville, Motown, Philips, Polydor, Universal, and Verve, as well as a multitude of record labels owned or distributed by its record company subsidiaries around the world.

Universal Music Group is a unit of the Seagram Company Ltd. (NYSE: VO), a global entertainment and spirits and wine company.

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PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*Universal Music Group

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3652000 (Records & Tapes)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

SIC CODES: 3652 (Prerecorded records and tapes)

NAICS CODES: 51222 (Integrated Record Production/Distribution)

SPECIAL FEATURES: LOB; COMPANY

... artists to be announced as participants in this year's "Evening Of The Stars" UNCF **gala fundraising event**.

Universal Music Group is the world's leading music company with wholly-owned record operations...

10/9,K/5 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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06084683 Supplier Number: 53603014 (THIS IS THE FULLTEXT)

**11th Annual Denim & Diamonds Gala 'Going To The Big Apple' on Sunday, Feb. 14 in Winter Equestrian Capital of World.**

PR Newswire, p7437

Jan 20, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 369

TEXT:

WELLINGTON, Fla., Jan. 20 /PRNewswire/ -- All systems are go for the party

of the year.

The 11th annual Denim & Diamonds Gala, Palm Beach's party of the year for the equestrian community, will be "Going to the Big Apple" for its 1999 extravaganza. So mark it on your calendar -- Valentine's Day, Sunday, February 14 at 7 p.m. at The Grand Prix Village, adjacent to the Palm Beach Polo Equestrian Center in Wellington.

Beverly Lake Wilkes and Mason Phelps Jr. are co-chairmen of the 1999 gala.

Award-winning singer Donna Summer headlines the entertainment.

Guests will be treated to an evening of non-stop fun amidst a dazzling New York City atmosphere featuring landmarks such as Wall Street, Times Square, Rockefeller Center, Central Park and Studio 54.

Last year's gala raised more than \$225,000 for the United States Equestrian Team (USET) and the Equestrian AIDS Foundation, which also are the beneficiaries of the 1999 **event**. The invitation-only **gala** attracts more than 1,500 guests and is the single largest annual fundraiser for each organization. This year is particularly important for USET **fundraising** as it prepares to send world-class teams to the 2000 Olympic Games in Sydney, Australia.

Internationally renowned trainer Ronnie Beard and U.S. Olympic dressage bronze medal winner Robert Dover are the General Chairmen.

Among the guests will be members of the 1996 U.S. Olympic teams, including Michael Matz, Anne Kursinski, Leslie Burr-Howard and Peter Leone from the show jumping squad. Other top riders expected to attend the gala affair will be five-time Rider of the Year Margie Goldstein-Engle, McLain Ward, Nona Garson, Eric Hasbrouck, and Alison Firestone. Stadium Jumping president Gene Mische, Finn Caspersen, Chairman of the USET, and USET President D.D. Matz are also expected.

Supporters from the business world expected include David and Leslie Clarke, Jane Forbes Clark, Brownlee and Agneta Currey, Jeremy and Peggy Jacobs, Murray and Joanie Goodman, Susan Lloyd, Bruce and Ellin Dixon Miller and Bud and Marla Paxson.

Among the participating corporate sponsors are Van Cleef & Arpels of Palm Beach, Anheuser Busch, Fleet Financial Group, Black Entertainment Television (BET), EMO Insurance and Broward RV.

For information, contact the Denim & Diamonds office at (561) 753-3389 or via fax at (561) 753-3386.

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PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*Apple Computer Inc.

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3573000 (Computers & Peripherals)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

TICKER SYMBOLS: AAPL

SPECIAL FEATURES: LOB; COMPANY

... Team (USET) and the Equestrian AIDS Foundation, which also are the beneficiaries of the 1999 **event**. The invitation-only **gala** attracts more than 1,500 guests and is the single largest annual fundraiser for each organization. This year is particularly important for USET **fundraising** as it prepares to send world-class teams to the 2000 Olympic Games in Sydney

...

10/9,K/6 (Item 4 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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06066390 Supplier Number: 53525896 (THIS IS THE FULLTEXT)

**General Motors Showcases Concept:Cure Vehicles at Detroit Auto Show.**

PR Newswire, p3661

Jan 6, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 419

**TEXT:**

Collaboration of Fashion and Automotive Design Produces Must-See Vehicles  
DETROIT, Jan. 6 /PRNewswire/ -- General Motors (NYSE: GM) takes its five Concept:Cure designer vehicles to the North American International Auto Show at Detroit's Cobo Hall, Saturday, January 9 - Sunday, January 17, 1999. Visitors to the auto show will be among the first to see the unique vehicles up close, have an opportunity to enter a sweepstakes to win one of the vehicles, and be entertained with designer fashion shows.

The exhibit, located on the show's lower level, features the five 1999 Concept:Cure vehicles: A Chevy Venture minivan transformed into the ultimate lickey face New York taxi by Nicholas Graham for JOE BOXER; a black-and-deep gray zebra-striped Pontiac Grand Am Coupe by Dana Buchman and Karen Harman; a retro-styled Chevy Cavalier Convertible by BCBG's Max Azria with a satin-nickel exterior and rear wheel skirts; a rugged and romantic version of the GMC Sierra pickup by Joseph Abboud; and an Asian-inspired Oldsmobile Alero Sedan by Vivienne Tam designed with "good energy" dragons throughout.

Visitors to the exhibit will also see the latest fashions from the Concept:Cure designers at four fashion shows, produced by Hudson's, being held at 7 p.m. Saturday, January 9; Sunday, January 10 at 3 p.m.; Saturday, January 16 at 7 p.m.; and Sunday, January 17 at 3 p.m. Concept:Cure tote bags will also be distributed to auto show visitors while supplies last.

The 1999 Concept:Cure line-up was unveiled at a **gala fundraising event** on January 4, 1999, at the Detroit Opera House. The event launched the Concept:Cure sweepstakes in which consumers can call, toll-free, 888-GM-CCURE to enter to win one of the designer vehicles and make a pledge. All funds raised by Concept:Cure go to breast cancer organizations to support research and awareness campaigns.

Now entering its third year, Concept:Cure unites General Motors and the Council of Fashion Designers of America in a unique collaboration between automotive and fashion design to create exclusive versions of GM vehicles for a national sweepstakes to benefit breast cancer research and awareness. To date, Concept:Cure has donated over \$2.6 million to several cancer charities including the Nina Hyde Breast Cancer Center at Georgetown University's Lombardi Cancer Center, the National Breast Cancer Coalition (NBCC), the National Alliance of Breast Cancer Organizations (NABCO), Gilda's Club, Ovarian Cancer Research Fund and the Evelyn Lauder Breast Cancer Research Center.

For more information about Concept:Cure, call 888-GM-CCURE, or visit <http://www.gm.com>.

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PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*General Motors Corp.

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3710000 (Motor Vehicles & Parts)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 336 (Transportation Equipment Manufacturing)

TICKER SYMBOLS: GM

SPECIAL FEATURES: INDUSTRY; COMPANY

... show visitors while supplies last.

The 1999 Concept:Cure line-up was unveiled at a **gala fundraising event** on January 4, 1999, at the Detroit Opera House. The event launched the Concept:Cure...

10/9,K/7 (Item 5 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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05950975 Supplier Number: 53213314 (THIS IS THE FULLTEXT)

**MSPCC's Celebrates Its 12th Annual 'A Family Affair'.**

PR Newswire, p2397

Nov 13, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 289

TEXT:

MSPCC Pays Tribute to Two Local Families Committed to Area Children  
BOSTON, Nov. 13 /PRNewswire/ -- The Massachusetts Society for the Prevention of Cruelty to Children (MSPCC) held its biggest **fundraising** event ever last evening. This year's "A Family Affair" dinner was co-chaired by Cynthia and Nader Darehshori. This **gala event** honored families who have made contributions to the community and to the community of children. The 1998 honorees were: Jack Williams, Anchor, WBZ-TV4 and Founder, "Wednesday's Child"; Chris Affleck, Elementary School Teacher, Tobin School, with her sons Ben Affleck, Movie Actor, and Casey Affleck, Playwright.

With more than 1,000 guests in attendance, this year's event, held at the Westin Hotel, Copley Square, was the largest "A Family Affair" celebration ever. Recognized as one of Boston's most significant charitable fund raisers, "A Family Affair" benefits children and families across the state by raising funds for MSPCC's child abuse prevention and treatment programs. The funds raised from this event, close to \$650,000, will go directly towards providing parenting support and education services aimed at new parents and parents-to-be.

"Once again, Cynthia and I are honored to participate in one of the most important events of the year," said Nader Darehshori, Chairman, President and Chief Executive Officer of Houghton Mifflin Company. "MSPCC's GoodStart program is changing the lives of families every day -- making sure that children throughout our state grow up safe and healthy. Houghton Mifflin is thrilled to support such an extraordinary effort."

MSPCC is a private, non-profit agency dedicated to the prevention and treatment of child abuse and neglect. Established in 1878, MSPCC offers a wide range of services to children and families through regional offices and a statewide network of mental health and substance abuse treatment clinics.

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PUBLISHER NAME: PR Newswire Association, Inc.

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

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**10/9,K/8 (Item 6 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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05893634 Supplier Number: 53092744 (THIS IS THE FULLTEXT)

**PR Newswire Southern California Daybook For Sunday, Oct. 18.**

PR Newswire, p3654

Oct 19, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 116

TEXT:

DATE: 10/18/98

HEADLINE: **Celebrity Roast & A Gala Fundraising Event Honoring Billy Barty**

and The Billy Barty Foundation  
TIME: 6:00 - 7:30

EVENT: In celebration of his 70th anniversary in film, TV and theater,

Billy Barty will be roasted by his friends.

LOCATION: Universal City Hilton & Towers, 555 Universal Terrace Parkway,

Universal City, 818-506-2500

CONTACT: Bill York of Dream Maker Prods., 818-710-7061, for Billy Barty

Foundation

"Free custom daybooks are available at the PRN Press Room, PR Newswire's media-only Web site. Journalists can choose a coverage area and date to produce a list of appropriate news advisories, press conferences and other media events. To register for the Press Room, go to [www.prnmedia.com](http://www.prnmedia.com)."

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HEADLINE: **Celebrity Roast & A Gala Fundraising Event Honoring Billy Barty**

and The Billy Barty Foundation

TIME: 6:00 - 7:30

EVENT: In...

**10/9,K/9 (Item 7 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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**Celebrity Roast & A Gala Fundraising Event Honoring Billy Barty and The Billy Barty Foundation.**

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WHAT: A Celebrity Roast & A Gala Fundraising Event honoring Billy Barty